

ORDER

Orders

Order / Rev: 211572

Alt Order #: WOC10958094

Product Desc: NEWSOM FOR GOVERNOR 2018/CMS

Estimate: 2094

Flight Dates: 05/07/18 - 05/13/18

Original Date / Rev: 05/04/18 / 05/04/18

Order Type: GEN

KGO-TV

Primary AE: Christopher Larcade

Sales Office: N-PH

Sales Region: National

Agency

Name: Sadler Strategic Media

Buying Contact:

Billing Contact:

12103 Viewcrest Rd.

Studio City, CA 91604

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Newsom for California Governor 2018

Demographic: A35+

Product Codes: Local/State Candidate

Priority: P-02

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: POL-CAND

New Business Thru:

Order Separation: 00:20:00

Advertiser External ID:

Agency External ID:

Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/18	05/13/18	65	\$102,800.00	\$87,380.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	65	\$102,800.00	\$87,380.00	204.40
Totals	65	\$102,800.00	\$87,380.00	204.40

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KGO-TV	30%	\$102,800.00
Market	100%	\$342,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$34,266.67
KNTV	20%	\$68,533.33
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	11%	\$37,693.33
KTVU	29%	\$99,373.33
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGO	05/07/18	05/11/18	5a-6a News M-F ABC7 5a News	CM	Cc 5a-6a	111- 1- -	:30	4	\$100.00	P-02	0.80	NM	4	\$400.00
(Program: NEWS)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	111- 1- -			4			\$100.00		0.80			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	111-1--			4		\$100.00			0.80			
N 2	KGO	05/07/18	05/11/18	6a-7a News M-F ABC7 6a News	CM	Cc 6a-7a	1111---	:30	4	\$350.00	P-02	1.30	NM	4	\$1,400.00
(Program: NEWS)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1111---			4		\$350.00			1.30			
N 3	KGO	05/07/18	05/11/18	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	21212--	:30	8	\$400.00	P-02	2.10	NM	8	\$3,200.00
(Program: GMA)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	21212--			8		\$400.00			2.10			
N 4	KGO	05/07/18	05/11/18	Live 9a-10a M-F M-F 9a-10a	CM	Cc 9a-10a	-1111--	:30	4	\$300.00	P-02	1.70	NM	4	\$1,200.00
(Program: LIVE)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	-1111--			4		\$300.00			1.70			
N 5	KGO	05/07/18	05/11/18	View 10a-11a M-F M-F 10a-11a	CM	Cc 10a-11a	11-1---	:30	3	\$800.00	P-02	2.20	NM	3	\$2,400.00
(Program: THE VIEW)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	11-1---			3		\$800.00			2.20			
N 6	KGO	05/07/18	05/11/18	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	-1-11--	:30	3	\$200.00	P-02	2.40	NM	3	\$600.00
(Program: NEWS)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	-1-11--			3		\$200.00			2.40			
N 7	KGO	05/07/18	05/13/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 5:00 PM-5:30 PM (5:00 PM-5:30 PM)	1-111--	:30	4	\$450.00	P-02	3.30	NM	4	\$1,800.00
(Program: NEWS)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1-111--			4		\$450.00			3.30			
N 8	KGO	05/07/18	05/13/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 6:00 PM-7:00 PM (6:00 PM-7:00 PM)	11-11--	:30	4	\$500.00	P-02	3.40	NM	4	\$2,000.00
(Program: NEWS)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	11-11--			4		\$500.00			3.40			
N 9	KGO	05/07/18	05/11/18	7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	1-1-1--	:30	3	\$900.00	P-02	6.80	NM	3	\$2,700.00
(Program: JEOPARDY)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1-1-1--			3		\$900.00			6.80			
N 10	KGO	05/07/18	05/11/18	730p-8p M-F M-F 730p-8p	CM	Cc 730p-8p	11-1---	:30	3	\$900.00	P-02	4.40	NM	3	\$2,700.00
(Program: WHEEL)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	11-1---			3		\$900.00			4.40			
N 11	KGO	05/07/18	05/07/18	Mon Prime Other A Mon Prime Other A	CM	Cc 7:58 PM-10:00 PM (7:58 PM-10:00 PM)	2-----	:30	2	\$4,000.00	P-02	6.10	NM	2	\$8,000.00
(Program: Dancing with the Stars: Athletes (5/21 8-9p))LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	2-----			2		\$4,000.00			6.10			
N 12	KGO	05/07/18	05/08/18	Tues Prime Hour A Tue Prime Hour 1	CM	Cc 8p-9p	-1-----	:30	1	\$2,000.00	P-02	3.50	NM	1	\$2,000.00
(Program: ROSEANNE /MIDDLE)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	-1-----			1		\$2,000.00			3.50			
N 13	KGO	05/07/18	05/08/18	Tues Prime Hour C Tue Prime Hour 3	CM	Cc 10p-11p	-1-----	:30	1	\$1,500.00	P-02	2.40	NM	1	\$1,500.00
(Program: For the People)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- 1 - - - -			1		\$1,500.00			2.40			
N14	KGO	05/07/18	05/09/18	Wed Prime Hour A Wed Prime Hour 1	CM	Cc 8p-9p	- - 1 - - -	:30	1	\$2,500.00	P-02	3.50	NM	1	\$2,500.00
(Program: The Goldbergs / Alex Inc.)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- - 1 - - -			1		\$2,500.00			3.50			
N15	KGO	05/07/18	05/09/18	Wed Prime Hour C Wed Prime Hour 3	CM	Cc 10p-11p	- - 1 - - -	:30	1	\$3,000.00	P-02	5.00	NM	1	\$3,000.00
(Program: Designated Survivor)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- - 1 - - -			1		\$3,000.00			5.00			
N16	KGO	05/07/18	05/10/18	Thurs Prime Hour B Thu Prime Hour 2	CM	Cc 9p-10p	- - - 1 - -	:30	1	\$4,750.00	P-02	3.10	NM	1	\$4,750.00
(Program: STATION 19 CDR)CDR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- - - 1 - -			1		\$4,750.00			3.10			
N17	KGO	05/07/18	05/11/18	Fri Prime Hour C Fri Prime Hour 3	CM	Cc 10p-11p	- - - - 1 -	:30	1	\$4,750.00	P-02	3.00	NM	1	\$4,750.00
(Program: 20/20 CDR)CDR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- - - - 1 -			1		\$4,750.00			3.00			
N18	KGO	05/07/18	05/13/18	11p-1135p Late News MCM ABC7 11p News	CM	Cc 11p-1135p	1 1 1 1 - -	:30	5	\$800.00	P-02	2.20	NM	5	\$4,000.00
(Program: LATE NEWS)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1 1 1 1 - -			5		\$800.00			2.20			
N19	KGO	05/07/18	05/11/18	Kimmel 1135p-1237a M-F M-F 1135p-1237a	CM	Cc 1135p-1237a	- 1 1 1 - -	:30	3	\$400.00	P-02	1.50	NM	3	\$1,200.00
(Program: KIMMEL)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- 1 1 1 - -			3		\$400.00			1.50			
N20	KGO	05/07/18	05/13/18	This Week 8a-9a Su This Week	CM	Cc 8a-9a	- - - - - 1	:30	1	\$1,000.00	P-02	2.90	NM	1	\$1,000.00
(Program: THIS WEEK)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- - - - - 1			1		\$1,000.00			2.90			
N21	KGO	05/07/18	05/13/18	American Idol 5p WC American Idol 5p WC	CM	Cc 458p-7p	- - - - - 2	:30	2	\$6,000.00	P-02	7.10	NM	2	\$12,000.00
(Program: AMER IDOL LIVE)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- - - - - 2			2		\$6,000.00			7.10			
N22	KGO	05/07/18	05/13/18	Sun Prime Other A Sun Prime Various	CM	Cc 8:00 PM-10:00 PM- (8:00 PM-10:00 PM)	- - - - - 2	:30	2	\$4,000.00	P-02	3.20	NM	2	\$8,000.00
(Program: AMER IDOL TAPED)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- - - - - 2			2		\$4,000.00			3.20			
N23	KGO	05/07/18	05/13/18	Sun Prime Hour D Sun Prime Hour 4	CM	Cc 10p-11p	- - - - - 1	:30	1	\$1,500.00	P-02	4.20	NM	1	\$1,500.00
(Program: Deception)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- - - - - 1			1		\$1,500.00			4.20			
N24	KGO	05/07/18	05/13/18	NBA Conf Day Semi-Fin NBA Conf Weekend Semi-Fin	CM	Cc 12:30 PM-2:30 PM- (12:30 PM-2:30 PM)	- - - - - 1	:30	1	\$15,000.00	P-03	13.30	NM	1	\$15,000.00
(Program: NBA Playoffs Warriors - Day)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	- - - - - 1			1		\$15,000.00			13.30			
N25	KGO	05/07/18	05/13/18	NBA Conf Day Semi-Fin NBA Conf Weekend Semi-Fin	CM	Cc 12:30 PM-2:30 PM- (12:30 PM-2:30 PM)	- - - - - 2	:30	2	\$7,600.00	P-02	4.50	NM	2	\$15,200.00
(Program: NBA PLYOFF DY 5/13 CDR)CDR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

KGO-TV

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 05/07/18	05/13/18	-----2	2	\$7,600.00	4.50								
Totals														65	\$102,800.00